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# Public engagement annual report

An annual report covering public engagement review and notable public involvement activities.

Covering July 1, 2014 – June 30, 2015



Metro | *Making a great place*

## About Metro

Clean air and clean water do not stop at city limits or county lines. Neither does the need for jobs, a thriving economy, and sustainable transportation and living choices for people and businesses in the region. Voters have asked Metro to help with the challenges and opportunities that affect the 25 cities and three counties in the Portland metropolitan area.

A regional approach simply makes sense when it comes to providing services, operating venues and making decisions about how the region grows. Metro works with communities to support a resilient economy, keep nature close by and respond to a changing climate. Together we're making a great place, now and for generations to come.

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### **Auditor**

Brian Evans

## **Metro office of citizen involvement**

Metro believes that effective citizen involvement is essential to good government. Elected officials, staff and residents all play important roles in governing the region. Cooperation among the Metro government, local governments and residents result in the best policy decisions. Therefore, Metro commits to promote and sustain a responsive public involvement environment.

## **Metro respects civil rights**

Metro fully complies with Title VI of the Civil Rights Act of 1964 and related statutes that ban discrimination. If any person believes they have been discriminated against regarding the receipt of benefits or services because of race, color, national origin, sex, age or disability, they have the right to file a complaint with Metro. For information on Metro's civil rights program, or to obtain a discrimination complaint form, visit [www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights) or call 503-797-1536.

Metro provides services or accommodations upon request to persons with disabilities and people who need an interpreter at public meetings. If you need a sign language interpreter, communication aid or language assistance, call 503-797-1700 or TDD/TTY 503-797-1804 (8 a.m. to 5 p.m. weekdays) 5 business days before the meeting. All Metro meetings are wheelchair accessible. For up-to-date public transportation information, visit TriMet's website at [www.trimet.org](http://www.trimet.org).

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## **Office of Citizen Involvement**

To supplement public engagement activities happening at the project and program level, the Office of Citizen Involvement was created by the Metro Council. The Office of Citizen Involvement helps ensure Metro engages the Portland Metropolitan area's full diversity, connects public input to decisions and effectively evaluates engagement outcomes.

The office supports and builds capacity for programs that create more inclusive, transparent and relationship-based public engagement practices. The office serves as a resource for current best practices for public involvement, supports the Diversity Action Plan and the Diversity, Equity and Inclusion program, and helps inform strategies to engage youth and underrepresented communities in regional decision-making. The office also arranges an annual community summit, conducts surveys and reports on Metro's public engagement activities.

The office is advised by a Public Engagement Review Committee and a Public Engagement Network made up of public involvement professionals.

## **Public Engagement Review Committee**

PERC meets at least three times a year and serves as a key component of Metro's efforts to develop successful public engagement processes. The committee includes at least three at-large community members, at least three staff or board members from local community organizations, and a public involvement staff member from Clackamas, Multnomah and Washington counties.

The current membership is comprised of seven community representatives, three community organization representatives, and three county representatives. Member recruitment occurs annually for one-third of the community member and community organization positions in order to ensure continuity on the committee. Local government representatives are reappointed as desired by the sponsoring county.

Two committee member terms expired in 2014: one community based organization representative and one at-large representative. Staff opened an application process and engaged community stakeholders, local agencies and jurisdictions to recruit committee applicants with public involvement experience, strong community connections and a diverse geographic and demographic representation. Recruitment announcements are sent through community organizations, jurisdictional partners, targeted media outreach, email blasts and via the International Association for Public Participation (IAP2) network.

Metro received five applications for at-large community member. This information was reviewed against the following published criteria:

- a commitment to community involvement
- demonstrated skills, knowledge or experience that apply to principles of citizen involvement adopted by Metro
- an ability to increase committee representation of the geographic and demographic diversity of the region.

Because of the quality and diversity of the applicants, and within the flexibility of the committee's charter, the Metro Council reappointed two prior members to full three-year terms and appointed two additional at-large community representatives. Representation of the region's cultural diversity on the committee now includes voices from the Native American, Latino and African immigrant communities as well as persons with disabilities and advocates working on issues of environmental justice.

### Public Engagement Network (peer group)

The public engagement network brings together public involvement staff and professionals from the Portland metropolitan area to pool knowledge by sharing best practices, emerging tools and case studies. Metro convenes two to three network meetings a year.

Goals for the peer group include:

- share and learn about best practices and new tools for public engagement
- find strategies to facilitate collaboration and leverage individual jurisdiction outreach efforts
- discuss evaluation methods to explore the qualitative and quantitative outcomes of engagement

During this reporting period the peer group met to share techniques for evaluating engagement activities. This included a presentation by Julie Rawls from the Portland Development Commission and Doug Zenn from Zenn Associates.

### Annual community summit

The community summit is a public event intended to bring together stakeholders and community members representing the diverse perspectives of the region to learn about and advise on priorities and engagement strategies for upcoming policy initiatives. The first summit took the form of a series of discussion groups that focused on engaging historically underrepresented communities to discuss community needs in the context of Metro's programs, developing Equity Strategy and engagement practices.

There were six culturally-specific groups (Native American, Asian and Pacific Islander, African-American, Latino, Russian-speaking Slavic and African immigrant), one for youth and two that brought together jurisdictional and other experts in the fields of transportation, parks and housing.

The table below provides a brief summary of the each group's key recommendations as a way to improve engagement with their community. A separate report will address what was heard in full; Metro will assess these requests and determine how they may be included in engagement efforts moving forward.

Group	What was heard (engagement)
<b>Native American</b>	<ul style="list-style-type: none"> <li>• Build long-term relationships with trusted members of the community. Especially the Elders.</li> <li>• Invest in a diversity and civic leadership program like the City of Portland.</li> <li>• Understand the issues specific to their community.</li> </ul>
<b>Asian and Pacific</b>	<ul style="list-style-type: none"> <li>• Build long-term relationships trusted members of the community.</li> <li>• Co-create engagement plans that are inclusive and respectful.</li> </ul>

<b>Islander</b>	
<b>African American</b>	<ul style="list-style-type: none"> <li>• Build and strengthen relationships with African American community through partnerships with CBOs.</li> <li>• Involve leaders in the decision-making process.</li> </ul>
<b>Latino</b>	<ul style="list-style-type: none"> <li>• Adopt best practices for engaging underrepresented communities and standardize them.</li> <li>• Develop appropriate ways to communicate with the community and identify the right messengers.</li> <li>• Provide childcare.</li> <li>• Provide incentives to participate.</li> </ul>
<b>Russian-speaking</b>	<ul style="list-style-type: none"> <li>• Work with community liaisons and organizers to build relationships with the Russian community.</li> </ul>
<b>African Immigrant</b>	<ul style="list-style-type: none"> <li>• Invite youth to participate in civic leadership activities and programs.</li> </ul>
<b>Youth</b>	<ul style="list-style-type: none"> <li>• Develop a comprehensive youth engagement strategy with a range of recommendations and resources.</li> <li>• Build and develop long-term relationships with youth leaders.</li> <li>• Develop</li> <li>• Look at providing paid opportunities for youth to weigh in and share input during the decision-making process (e.g. Multnomah Youth Commission)</li> <li>• Look at creating a model similar to Multnomah County and the City of Portland's.</li> <li>• Give more weight to the youth voice in decision making.</li> <li>• Create a regionally diverse youth council with actual influence in the decision-making process.</li> </ul>
<b>Topic experts</b>	<ul style="list-style-type: none"> <li>• Build trust and long-term relationships with underrepresented communities.</li> <li>• Increase capacity for staff to take the time to build long-term relationships.</li> <li>• Build capacity for community-based organizations to engage with Metro.</li> <li>• Co-create community engagement plans with communities instead of for them.</li> </ul>

### Annual public engagement survey

The annual Opt In online panel public survey and public engagement report provide further opportunity to evaluate Metro's public involvement efforts. Metro's most recent survey was conducted in May/June 2014 and results were very similar to the previous year.

Respondents continue to feel that Metro does a good job providing opportunities for the public to get involved but needs to do better showing how feedback influences project outcomes and decisions. Comments also cited individuals' lack of time as a barrier to engaging with Metro.

Metro is currently assessing the practice of the annual survey as an effective tool for assessing Metro's community engagement practices or gaps; considerations include:

- panel recruitment that has primarily been through prior Metro engagement efforts
- panel membership that consists of residents who have expressed comfort with – if not a preference for – online engagement.



- panel participation that may not be representative of regional ethnic diversity or political points of view.

For this reporting period, Metro prioritized the community summit as a means of gathering information about our engagement practices and activities.

### **Title VI and Metro's limited English proficiency plan**

Metro's Limited English proficiency plan provides broad implementation strategies for prioritizing the provision of language assistance. As part of implementation, many programs and projects continue to do a program- or project-specific language assessments – using the Department of Justice four-factor analysis – as a way to define populations with language access needs.

#### **LEP access and engagement activities**

Metro's LEP plan provides broad implementation strategies for prioritizing the provision of language assistance. As part of implementation, many programs and projects continue to do a program- or project-specific LEP four-factor analysis as a way to define protected or sensitive populations, appropriate engagement methods and translation needs.

As part of implementing the comprehensive LEP Plan, Metro has taken these additional steps to provide language assistance during the reporting period:

- Metro completed data collection and analysis for an updated LEP Factor 1 analysis as part of the forthcoming updated LEP Plan and Implementation Schedule based on updated American Community Survey and Oregon Department of Education data. The data collected for this analysis will be available to programs and projects as they need to identify LEP populations and analysis support will be available when the program or project area is smaller than the whole region.
- Metro has extended its contract for telephone interpretation services with Certified Languages International through March 2016.
- Metro continues to annually update a list of volunteer staff interpreters who are available to provide language interpretation services on request. This list is made available to all Metro staff and provided during annual language training to administrative support and communications staff throughout the agency. The list, updated in April 2015, identifies 15 employees who are available to help with interpretation of 13 spoken languages plus American Sign Language.
- *Language Resource Training:* On April 29, 2015, Metro conducted an internal staff training for 21 frontline staff, including communications and public involvement staff, planning staff and Council administrative staff on how to provide meaningful language assistance to customers who don't speak English well.
- Metro continues to build relationships with community organizations that serve underrepresented populations and is gathering information on how to best communicate and engage with populations they serve. One practical manifestation of increased interaction is the award of funds and/or contracts to community organizations to support engagement of the communities they represent, in coordination with Metro.

- Metro redesigned and launched a new website in May 2014. The new oregonmetro.gov website was built from the ground up with all visitors in mind. It offers a cleaner, more streamlined look along with better information about Metro and better navigation and search functions. The new site is an upgrade for visitors and a giant step toward making it easier for people to connect with Metro on their computers, phones tablets and in different languages.
- The new site improves access for visitors that have a limited ability to understand English and will connect them with key pages readable in as many as 13 languages. There is a special emphasis on meeting the needs of the region's growing population of Spanish, Chinese, Vietnamese and Russian speakers.
- The emphasis on meeting the needs of the region's Spanish, Chinese, Vietnamese and Russian speakers includes four short videos in those languages to inform visitors about the various programs or services Metro provides To produce these videos, Metro contracted with Immigrant and Refugee Community Organization (IRCO) to hire local talent fluent in Spanish, Russian, Vietnamese and Chinese and produced four short videos. To view the videos, visit [www.oregonmetro.gov/languagehub](http://www.oregonmetro.gov/languagehub).
- Metro's first annual community summit (addressed below) included a Russian-language discussion group to learn about and advise on priorities and engagement strategies for upcoming policy initiatives; though held in English, the African immigrant and Latino discussion groups also included conversation regarding language access.

The following vital documents have been translated into the 13 languages identified by Metro's 2013 LEP Factor 1 analysis as qualifying under "safe harbor" guidance: Arabic, Chinese, Hmong, Japanese, Korean, Mon-khmer Cambodian, Romanian, Russian, Somali, Spanish, Tagalog, Ukrainian and Vietnamese:

- Nondiscrimination and Title VI civil rights notice
- Nondiscrimination and Title VI civil rights complaint procedures
- Discrimination and Title VI civil rights complaint form
- Information about Metro's language line
- Language and accessibility assistance notice
- Notice of potential real property impacts (to be translated during specific National Environmental Policy Act (NEPA) process)
- Notice of right to participate in formal comment period (to be translated during NEPA process or formal land use action)
- Description about Metro programs and services
- How to provide public testimony.

## Diversity Action Plan

Metro recognizes that the diversity of the region's population will grow over time and that it is essential for Metro to increase the diversity and cultural competence of its workforce to remain relevant and accountable to the community it serves.

Metro's Diversity Action Plan envisions a future where diversity practices improve Metro's responsiveness to the residents of the region, strengthen Metro's workforce, and distinguish Metro as a model for other governments. The plan helps Metro identify ways to value diversity and demonstrate cultural competence in carrying out its mission. A living document that is subject to regular review and revisions, the plan identifies goals, strategies and actions in four areas:

- internal awareness and sensitivity to diversity issues
- employee recruitment and retention
- public involvement and citizen advisory committee membership
- procurement.

The plan was developed by an interdisciplinary team of Metro staff, and is based on organizational needs and feedback from employees and community groups. It was adopted by the Metro Council on Nov. 15, 2012.

### Implementing the plan

More than 50 staff members from across Metro serve on teams charged with reviewing, developing and helping to implement strategies in the plan. An advisory council, made up of Metro's Chief Operating Officer and several department directors, helps identify, address and remove barriers. In 2013, core teams of employees were developed to implement the four key areas of the Diversity Action Plan (DAP).

### Diversity Action Plan – Core area 1: Internal awareness and sensitivity to diversity issues

The goal of core area 1 is to provide opportunities for Metro staff to explore various dimensions of diversity to increase cultural competence. Ideally, this increased level of competence will result in deeper conversations and heightened awareness of the different experiences and perspectives that we each bring to the workplace and our daily lives. For 2014-15, the core area 1 team facilitated or helped plan the following diversity learning opportunities:

- Hispanic Heritage Month – Sept./Oct. 2014 –Metro Regional Center event: Facilitated conversation about the myriad ways that we have all been touched and influenced by Hispanic/Latino cultures.
- Black History Awareness Month – February 2015
  - Metro Regional Center event: Harold Johnson, a local poet, author and teacher, read from his book of poems, "Citizenship," a reflection on his experiences as an African American male who has lived in the Pacific Northwest for eight decades.
  - Metro Regional Center display: "Acknowledging the past, embracing the future," a 10-panel displayed in the lobby. Several panels focus on urban renewal and acknowledge Legacy Emmanuel Hospital's role in the 1960s and '70s razing nearly 300 mostly African American-owned homes and businesses in Albina and Eliot neighborhoods.

- Women's History Month – March 2015 – 36 staff attended a discussion about women in leadership at Metro and in government service.
- LGBTQ Pride – June 2015 – with informational booth at Waterfront Festival and marching in Parade celebration
- Northwest Public Employees Diversity Conference – October 2014– 50 staff attended daylong conference with workshops, plenary and keynote speakers
- Diversity awareness training – OUCH! Your Silence Hurts trainings rolled out across agency

Metro is committed to promoting and maintaining a safe, respectful and productive work environment. To that end there is a required harassment prevention course for all employees both regular and temporary. It is an on line course that employees must complete every 3 years.

### **Diversity Action Plan – Core area 2: Employee recruitment and retention**

Core area 2 team focuses on optimizing diversity in recruitment and retention through building awareness of Metro job opportunities, making recommendations to Metro leadership on retention and professional development, and involving more Metro employees on interview panels.

The 2014-15, core area 2 team successes included:

- implementing Unconscious Bias Training for Hiring Managers, with 34 attendees this cycle
- banning the box on employment applications and changed all application materials and language to no longer require disclosure of criminal convictions at the time of application
- adding a third gender choice on applications so that applicants can now identify as male, female or other
- hiring a consultant to interview community-based organizations to determine how Metro can engage in more meaningful outreach to diverse candidates
- attending approximately 15 job fairs targeting diverse audiences
- planning for the pilot of Interview Panel Service, an initiative designed to involve a wider range of Metro employees as participants on interview panels. It is envisioned that this effort will:
  - expose Metro employees to coworkers they may not know, which will have a positive impact on employees' sense of belonging organizationally
  - provide insight to employees regarding the range and type of positions that are recruited for organization-wide
  - provide an opportunity for panel participants to see interviews in action, which could bolster confidence and/or spark interest and result in them pursuing career advancement
  - promote professional development by sparking an interest in a new position or career path.

### **Diversity Action Plan – Core area 3: Public involvement and advisory committee membership**

Core area 3 team addresses public involvement and committee membership to achieve DAP goals of inclusive public engagement and more diverse representation on Metro's committees.

Since spring 2013, the team - representing multiple departments and venues - has met monthly to review and identify priority actions, develop a work plan and identify budget and resource needs. The top priority actions underway through this reporting cycle and into the next cycle continue to be:

- Community stakeholder mapping – inventory current relationships with organizations serving under-represented communities to identify current gaps, barriers to participation with Metro and ways to develop more inclusive practices
- Community partnership project – research and develop recommendations to develop long-term, meaningful relationships with community based organizations and build capacity for engaging with Metro

#### **Diversity Action Plan – Core area 4: Procurement**

Core area 4 team addresses Metro Procurement, specifically MWESB participation on Metro contracts.

For 2014-15, the team worked on the following equity contracting program recommendations in order to meet the below work plan goals:

- *Workforce diversity program for prime contractors* The team researched regional workforce diversity programs and identified the City of Portland’s program to be the best fit for Metro. The city has made a commitment to Metro to enter an IGA for utilization of their program for any larger Metro construction projects. The program ensures that contractors with large contracts hire a certain number of apprentices and that they make a good faith effort to hire women and minorities to assure diversity. The program includes goal setting and tracking of the utilization of minority and woman employees. In addition Metro would enter into a Community Benefit Agreement with the Oregon Tradeswomen Inc.
- *Mentor/protégé program* The team researched training programs to assist small firms in business development and how to conduct business with government. The Mentor Protégé’ program builds effective working relationships between leaders of mature, established companies and emerging minority and women-owned companies in order for the latter to benefit from the knowledge and experience of the established firms. The goal of the program is for the protégés to experience a greater than industry average vitality rate and realize the growth and profitability objective of their business plans as well as long-term stability.
- *Setting aspirational targets for Metro and MERC projects* The team contacted department and program managers to discuss setting MWESB utilization goals for 2015-16. The team left the type of goal to set, as well as the level of utilization in the goal, very open ended to encourage participation. The next cycle will be viewed as a pilot year to evaluate the effectiveness of setting goals and implementing best practices to meet those goals. Based on the feedback from the pilot year, the team will make recommendations for streamlining the process of setting goals with department and program managers.

## Public Outreach Activities

Metro's public engagement strategies focus on engaging – and improving further engagement with – historically underrepresented communities.

The projects included in this report demonstrate Metro's commitment to engage the region's full diversity, connect the public to decisions and effectively evaluate engagement outcomes.

### Powell-Division Transit and Development Project

The Powell-Division Transit Project is designed to create a better experience and faster ride for the 18,000 people who board buses on Powell and Division every day to get to school, go to work or go shopping.

Broad and inclusive engagement is essential to developing a community-supported transit solution. Metro works with residents and community organizations that serve low income and minority populations to provide early, regular and meaningful opportunities to influence decision-making.

Engagement efforts through this reporting cycle included the following, which highlights specific efforts to engage historically underrepresented communities.

- Project's decision-making body (steering committee) includes communities of color and low income representatives
- The availability of translation services and Metro's nondiscrimination notice with Title VI complaint forms were included with all public meeting notifications
- Web content available in Spanish, some content available in Russian, Chinese and Vietnamese; translation hotline number accompanies this content
- Youth leader engagement of local businesses and community members
- Latino, Chinese, Vietnamese, Russian-speaking, Tongan, Bhutanese, African American and African immigrant community discussions
- Powell-Division route alignment survey (Spanish)
- Route findings map (Spanish, Russian, Chinese, Vietnamese)
- Jade District and East Portland hands on workshops (Spanish, Vietnamese, Chinese)
- Portland and Gresham focus groups (Spanish, Russian, Chinese, Vietnamese)
- Portland Community College Bike Fair
- Latino Family Night through TriMet Service Enhancement Plan at Reynolds High School (Spanish)
- Facebook campaign targeting youth
- Elders in Action Transportation Committee
- Division Midway Alliance Fall Festival and Community Visioning
- Input board to improve bus experience (Spanish, Russian, Chinese, Vietnamese)
- PLACE Program interviews along Powell Blvd (Spanish, Chinese)
- Business engagement materials (Spanish, Russian, Chinese, Vietnamese)

- Powell-Division equity work group
- Youth engagement through TriMet Service Enhancement Plan at Reynolds High School (Spanish, Somali, Farsi, Hmong)
- Email updates to riders of the 4-Division and 9-Powell
- East Portland concert and East Portland Action Plan picnic
- Jade District community meetings, Night Market and Voices of Change celebration Powell-Division Transit and Development Project 10 Public Engagement Report - June 2015
- Native American Youth and Family Center Neerchokikoo Powwow
- Coordination with Portland African American Leadership Forum's People's Plan
- Targeted email outreach ask to distribute transit alternatives survey to constituents
- Spanish factsheet
- Multilingual factsheet (Spanish, Russian, Chinese, Vietnamese)
- Bus rider engagement that reaches communities of color and low income populations; materials available in Spanish, Russian, Chinese and Vietnamese
- Survey of Immigrant and Refugee Community Organization staff
- Public Steering Committee discussion on equity and anti-displacement strategies
- Youth engagement at the Youth Summit for Transit Justice and the Gresham Youth Advisory Committee
- Presentations and/or discussions with equity/ social justice organizations, including:
  - Immigrant and Refugee Community Organization
  - East Portland Action Plan
  - The Promise Ministries
  - Asian Pacific American Network of Oregon
  - Coalition for a Livable Future
  - OPAL Environmental Justice Oregon
  - Home Forward
  - Human Solutions
  - Catholic Charities
  - Oregon Advocacy Council Office.
- Participation in events or input opportunities with a focus on engaging communities of color, including:
  - All-Spanish transit service enhancement plan meeting
  - Jade District steering committee and community meetings
  - Immigrant Entrepreneurs as Economic Creators in East Portland Tour

- Immigrant and Refugee Community Organization's Diversity Community Leadership Roundtable
- Participation in the East Portland neighborhood survey (Spanish, Russian and Vietnamese).

### **Southwest Corridor Plan**

The Southwest Corridor Plan will help residents, commuters and visitors in the corridor connecting Portland, Tigard, Tualatin and Sherwood get around safely, quickly and efficiently for decades to come. It includes efforts to address improvements and options to a taxed transit system and roads that are congested and unreliable, including a potential high capacity transit connection between Portland, Tigard and Tualatin.

The Southwest Corridor Plan is currently working through its second refinement phase, which is expected to result in a preferred transit package by spring 2016, then lead to initiating environmental review under NEPA. During the refinement phase, Metro and the plan's partner agencies (Beaverton, Durham, King City, Portland, Tigard, Tualatin, Washington County, Metro, ODOT and TriMet) teamed up to conduct a broad range of public involvement and outreach activities, including community planning forums, corridor design workshops and questionnaires to collect public input on different aspects of the high capacity transit aspects of the plan.

Engagement activities include:

- place-based dialogues at 12 neighborhood associations, business alliances and other community groups and locations such as the Concerned Citizens for Social Justice and National College of Natural Medicine
- two online questionnaires
- a corridor-wide planning forums
- an open house
- informational tables at community events such as the Portland Community College Earth Day event and the OHSU farmers' market.

In addition, the Southwest Corridor Plan has implemented the following equity focused engagement activities:

- Oregon Somali Family Education Center discussion group, December 2014, to get the perspectives of African and other immigrant residents in the corridor on important destinations, potential modes and ways to better engage African and other immigrant residents,
- OHDC Youth Source/SupaFresh Farms discussion group, December 2014, to get the perspectives of youth in the corridor on important destinations, potential modes and ways to better engage youth,
- Greenburg Oaks discussion group, December 2014, to get the perspectives of people with low income in the corridor on specific needs, important destinations, potential modes and ways to better engage people with low income,



## Climate Smart Communities Scenarios Project

The 2009 Oregon Legislature passed House Bill 2001, the Jobs and Transportation Act. The law includes a requirement for the Metro MPO to work with the Oregon Department of Transportation (ODOT), the Department of Land Conservation and Development (DLCD), and local governments to analyze land use and transportation scenarios that are designed to accommodate planned population and job growth for the year 2035 and reduce GHG emissions from cars and light trucks.

The law also requires Metro to adopt a preferred scenario after public review and consultation with local governments, and calls for local governments in the Portland metropolitan region to implement the adopted scenario. In response, Metro launched the Climate Smart Communities Scenarios Project to engage community, business, public health and elected leaders in a discussion with their communities to shape a preferred approach that meets the state mandate and supports local and regional plans for downtowns, main streets and employment areas.

In June 2014, the Metro Council passed a resolution formalizing a recommendation directing staff to test the draft approach recommended by Metro's policy committees, MPAC and JPACT, and draft a Climate Smart Strategy. During the start of this reporting period in July 2014 through project completion in December 2015, the project conducted outreach with community and business leaders, local governments, and Metro's technical and policy advisory committees to discuss the development of the final strategy and help communities realize the connection to their local adopted plans.

The Sept. 15 through Oct. 30 comment period for the Climate Smart Communities Scenarios Project was promoted through postings on the Metro newsfeed and project website and email notification to the Opt In panel (an online opinion panel), Climate Smart Communities Scenarios Project interested persons list (700+ subscribers), and the Metro planning department's ePlanning news list (3,000+ subscribers). Notices were also disseminated through the Office of Neighborhood involvement (2,000 subscribers), Washington County community planning organizations system (17,000+ subscribers), Clackamas County citizen participation organizations system (200+ subscribers), Multnomah County Office of Citizen Involvement, and Metro's Public Engagement Network. Ads were placed in the Beaverton Valley Times, Gresham Outlook and Portland Observer. Personalized email notices were sent to planning staff at all city and county jurisdictions as well as TriMet, Oregon Department of Transportation, the Port of Portland and The South Metro Area Regional Transit (SMART).

Metro received comments by email message, formal letter, an online survey, a community leaders meeting, and public testimony.

- Metro received 2,347 responses to the online questionnaire. In comparison, similar outreach in spring 2014 garnered 1,225 responses to its online questionnaire. Answers to the optional demographic questions reflect a disproportionately low participation rate of people of color and those with less education (which can be seen as a proxy for lower income levels).
- As part of the public comment period and ongoing efforts to ensure community members have meaningful opportunities to inform the regional decision-making process and to hear the perspectives of populations that may be less represented by the online questionnaire results, Metro convened community leaders working on issues related to equity, environment, public health, housing and transportation to discuss the draft Climate Smart Strategy.

- Metro received 90 letters and emails regarding the draft strategy, including comments from environmental justice advocates such as the Transportation Justice Alliance, Coalition for a Livable Future and 1000 Friends of Oregon.
- An opportunity to give public testimony was provided at a public hearing held Thursday, Oct. 30, 2014. Seven individuals representing community organizations and a local jurisdiction provided testimony that supported the formal position letters they submitted during the public comment period.

## Solid Waste Road Map

Metro manages the region's solid waste system on behalf of the public. Over the next few years, the Metro Council will make decisions that affect how the region handles its garbage and other discarded materials. The Solid Waste Roadmap is a long-term effort to consider and determine the best approaches to manage the Portland Metropolitan area's garbage and other discarded materials in the years ahead. It provides an opportunity to have extensive and thoughtful discussions about the best ways the region can manage its garbage in the future.

The Solid Waste Roadmap consists of six individual projects that, taken together, help shape the roles of public and private interests in the management of the region's garbage after Metro's current disposal and transport contracts expire at the end of 2019. These six projects are:

1. Long-term management: Over the long run, what does the region want to do with materials that aren't reused, recycled or composted?
2. Metro South station: What service alternatives should Metro pursue at Metro South and in the vicinity to provide for the full suite of needed services?
3. Foundational work: What is the amount and nature of waste that might be discarded in the future, and how will various alternatives perform in managing it?
4. Organics capacity: What actions should Metro take to ensure adequate and reasonably proximate capacity to transfer and process food scraps collected from the region's businesses and residents?
5. Transfer system configuration: What model of the public-private transfer system (e.g., service levels, tonnage allocations, rates, public role, private role, etc.) best provides for the public interest?
6. Fee and tax policies: How should Metro recover the cost of solid waste services and programs, and of general government, to improve stability, equity and predictability?

The goal of the Solid Waste Roadmap is to engage a broadly diverse group of interested persons across the region that will remain interested and involved in waste-related issues and will provide input to the Metro Council on its decisions relating to the management of the region's garbage.

Extensive efforts were undertaken to engage a broad and diverse range of the region's residents on questions relating to how to best manage the garbage people throw away.

## Equity Strategy Program

In 2011, Metro initiated the Equity Strategy Program, with the objective of creating an organizing framework to help Metro consistently incorporate equity into policy and decision-making.

The program will enter the next phase of the project (summer 2014), and will explore how the inequities identified in the Equity Framework Report relate to Metro's programs, policies and services. The communications and engagement strategy will build awareness of Metro's Equity Strategy Program and regional support for the Equity Framework Report from key community leaders. Key audiences include:

- Metro Council, MERC Commission and staff
- Select elected officials and staff (city and county officials, agency staff and advisors)
- Leaders in philanthropy, business and community organizations that serve communities of color and immigrant and refugee communities
- Communities of color (African, African American, Asian and Pacific Islander, Latino, Slavic and Native American) – including youth and elderly
- Interested members of the public

### Timeline: June 2014 – December 2014

- Project milestone: Finalize Equity Framework Report
- Communications/engagement goals: Inform key audiences of Metro's Equity Strategy Program purpose and goals.

### Engagement and communication activities:

- Collaborate with community based organizations to inform development of Equity Framework Report (monthly meetings with Equity Strategy Advisory Committee and Equity Workgroup)
- 1:1 meetings/phone calls with data providers to review equity indicators
- Workshop with Metro staff to discuss approach to measuring equity
- Presentation to Metro Council and review of Equity Baseline Report
- Newsfeeds

### January 2015-October 2015

- *Project milestone:* Develop outline of strategic plan to advance equity, diversity and inclusion
- *Communications/engagement goal:* Key audiences across the region understand Metro's role and responsibility and provide feedback to help shape the strategic plan

### **Engagement and communication activities:**

- 1:1 meetings/phone calls with select leaders from community organizations, business and philanthropy
- Discussion groups with communities of color and youth (African, African American, Asian and Pacific Islander, Latino, Slavic and Native American)

### **Parks System Plan**

The Parks System Plan was an engagement process that sought to learn community values during identification phase for the system plan.

### **Values phase engagement objectives**

- Connect with, listen to, and understand values of the public, staff, stakeholder groups, city managers and park partners
  - Integrate feedback to establish system plan values
  - Develop values key messages - keep messages clear and simple
  - Build internal awareness and support for creating an integrated system plan for the parks and natural areas
  - Understand the values of Metro employees and how they relate to an integrated system plan
- Increase number of people currently receiving Metro's enews and Our Big Backyard publication

### **Methods**

- Direct engagement with internal staff meetings held in spring 2014 to establish baseline values
- Direct engagement with a workshop staff retreat June 11 to review the objectives of the system planning process, ensure understanding of staff, and move forward to define values
- Media engagement with a story in Our Big Backyard summer issue highlighting the launch of the System Plan
- Online engagement with Opt In survey in June to identify public values
- Intercept engagement with the nature values booth at 15 events to gather on-the-ground feedback from community members around the region
  - The nature values booth had materials translated key questions into four target languages, Spanish, Russian, Vietnamese and Chinese
  - Metro staff also contracted or had on hand people who spoke Spanish, Russian or Chinese at events based on demographic need
- Direct engagement by Metro leadership with city managers and park directors
- Direct engagement with stakeholder groups in fall 2014 to review emerging values and comment/reflect/and refine in community conversations and 1:1 meetings

Metro met with community members and learned what resonates with them when discussing the values for a parks and natural areas system. The engagement took place online, at public events, and

community places around the region to hear from stakeholders, the public, city and park managers, and Metro staff. Feedback included that:

- People love nature, they love to be in nature and they love to walk, hike and connect with people while spending time in nature.
- People appreciate the clean air and water that nature provides and feel a connection to something greater when they can spend time to reflect, renew and rejuvenate in the great outdoors.
- People identified as a top priority the creation of education programs to teach children of all communities about nature.
- People would like to continue building a relationship with Metro based on clear and transparent communication and inclusion in decision-making opportunities.

In November 2014 preliminary results of the system plan values phase were shared with Metro Council.